

VISION ZERO
ZERO TRAFFIC DEATHS IN MoCo

VISION ZERO

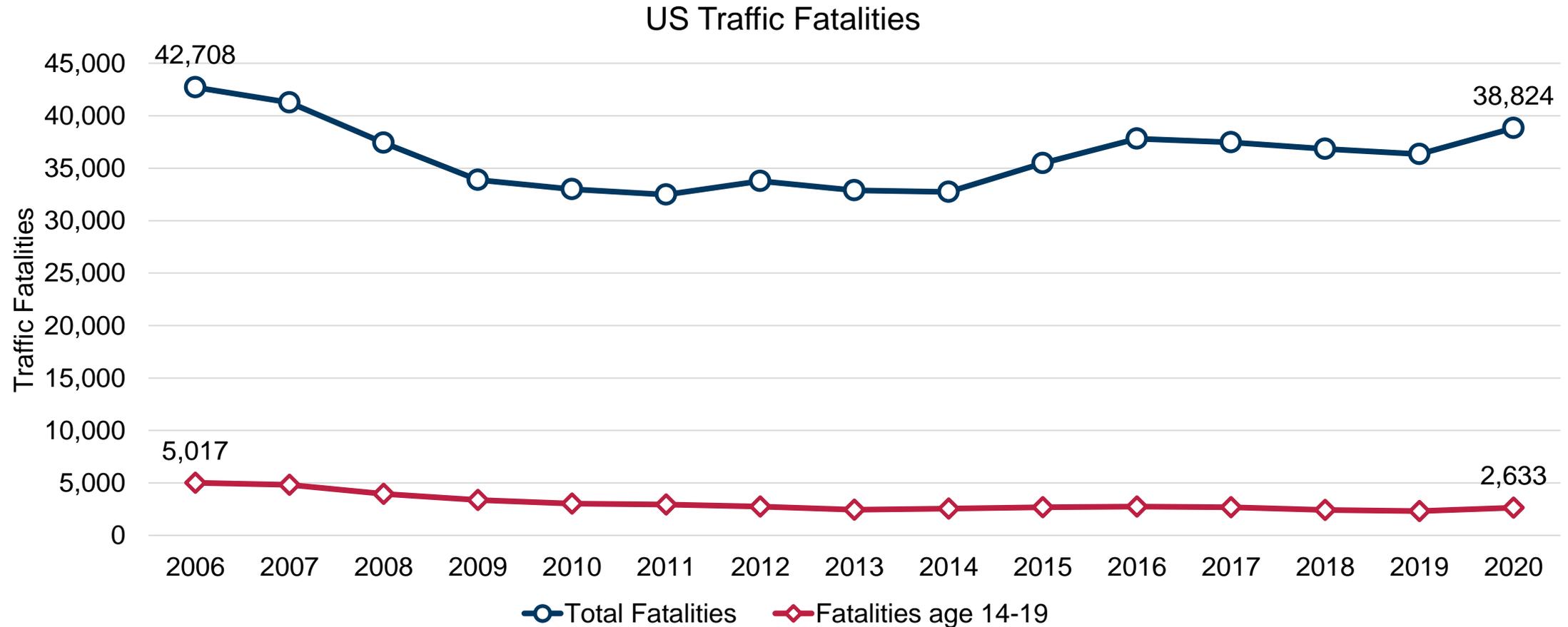
Overview for Youth Ambassadors || February 11, 2023



THE PROBLEM

35,000+ Traffic Deaths Each Year in US

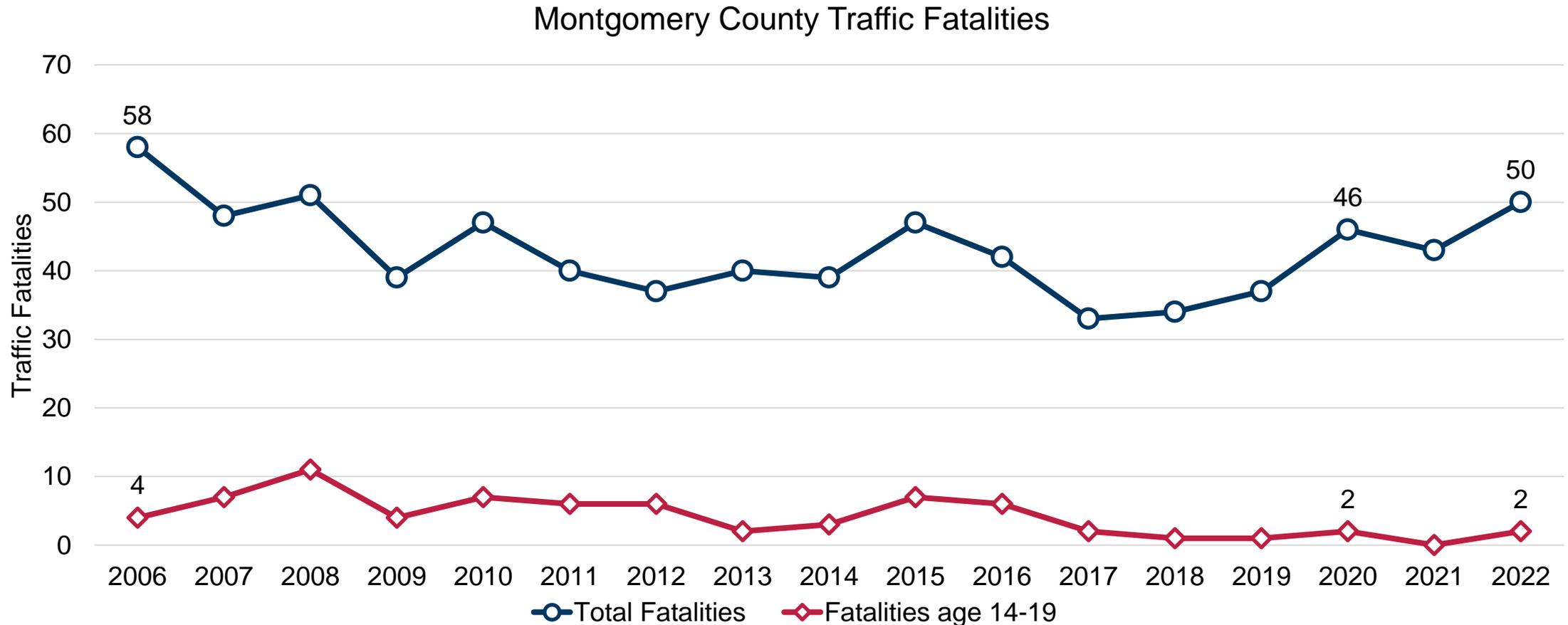
Teen drivers have crash rates nearly 4 times those of drivers 20 and older per mile driven.



SOURCE: [National Highway Traffic Safety Administration](https://www.nhtsa.gov/).

35-50 Traffic Deaths Each Year in Montgomery County

Average of 4 people between the ages of 14-19 killed on Montgomery County roads a year.



SOURCES: 2006-2021 [Maryland Highway Safety Office](#). 2022 preliminary from Vision Zero Coordinator tracking. 2022 data are preliminary and subject to change.

Road traffic deaths in the US and other high-income countries.

Motor vehicle crash deaths in 10 comparison high-income countries, 2013



Deaths per 100,000 people

SOURCE: WHO Global Status Report on Road Safety, 2015.

Countries with the highest and lowest reductions in crash deaths, 2000-2013

Spain (highest)

↘ 75%



AVERAGE

of 19 high-income countries ↘ 56%



United States (lowest)

↘ 31%



Deaths per 100,000 people

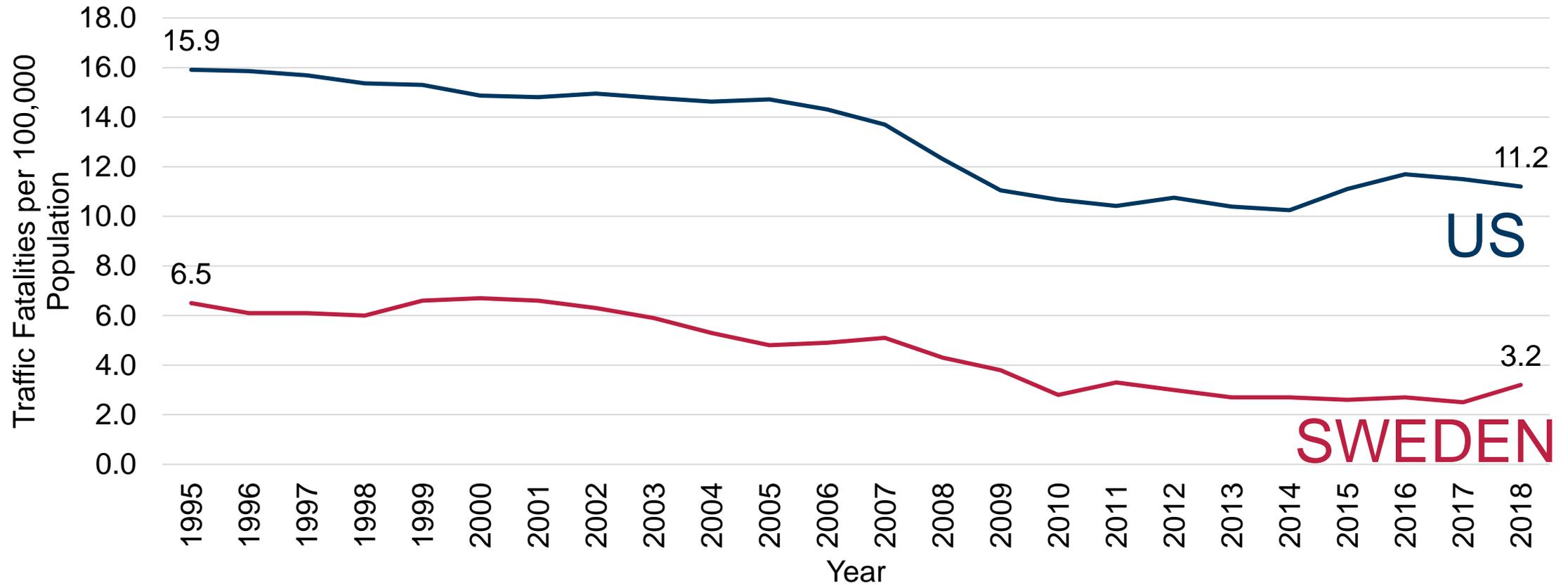
SOURCE: International Road Traffic and Accident Database (IRTAD) Road Safety Annual Report, 2015.



THE SOLUTION: VISION ZERO

Swedish Model of Traffic Safety

Vision Zero, adopted in Sweden's Parliament in 1997, has spread worldwide due to strong results in saving lives and making Swedish roads some of the safest to travel in the world.



What is Vision Zero?

Building Layers of Safety to Prevent Serious and Fatal Injuries on Our Roadways



The 6 Safe System Principles



Death/serious injury
is unacceptable



Humans make
mistakes



Humans are
vulnerable



Responsibility is
shared



Safety is proactive



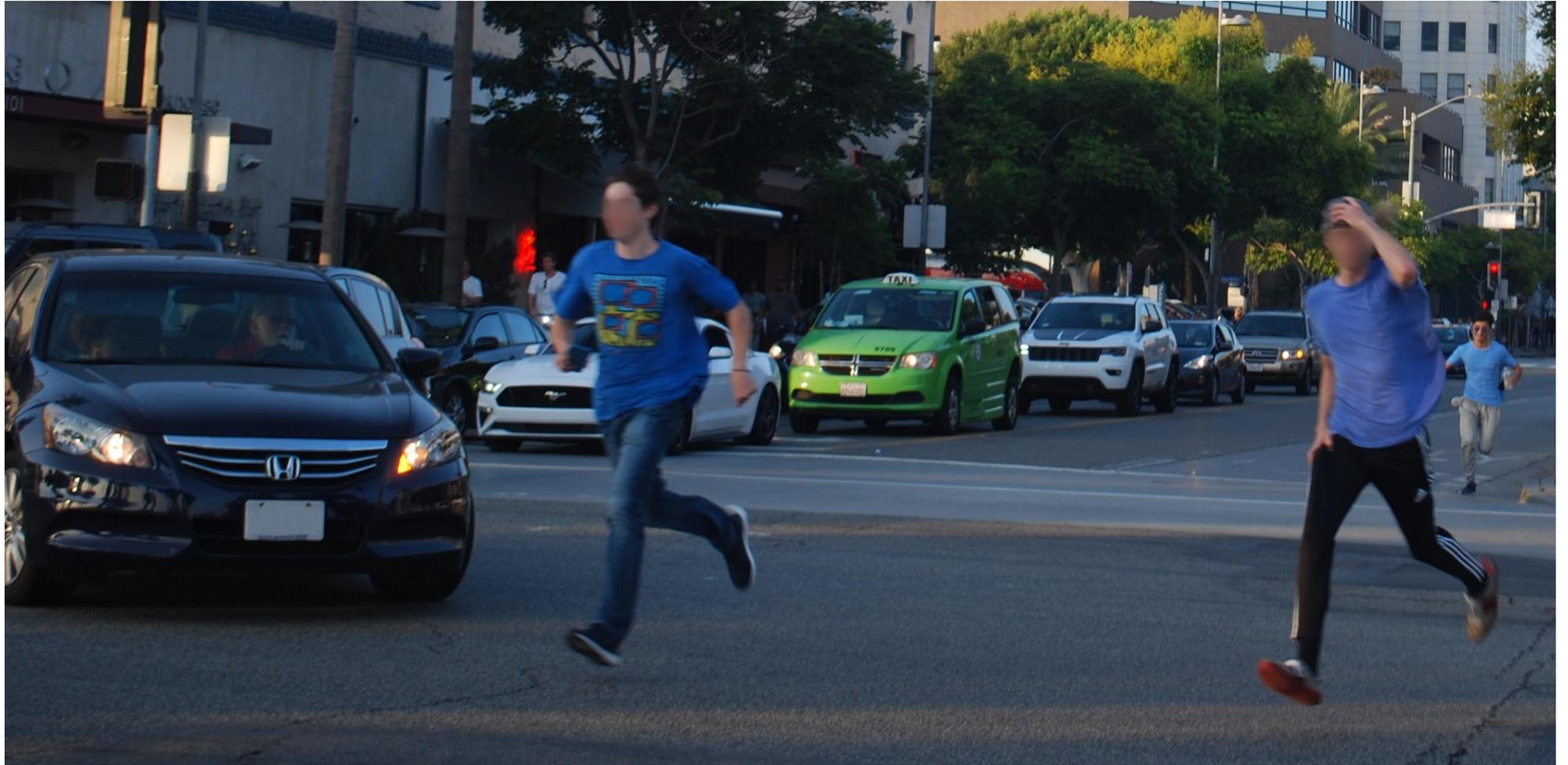
Redundancy
is crucial

Death/serious injury is unacceptable



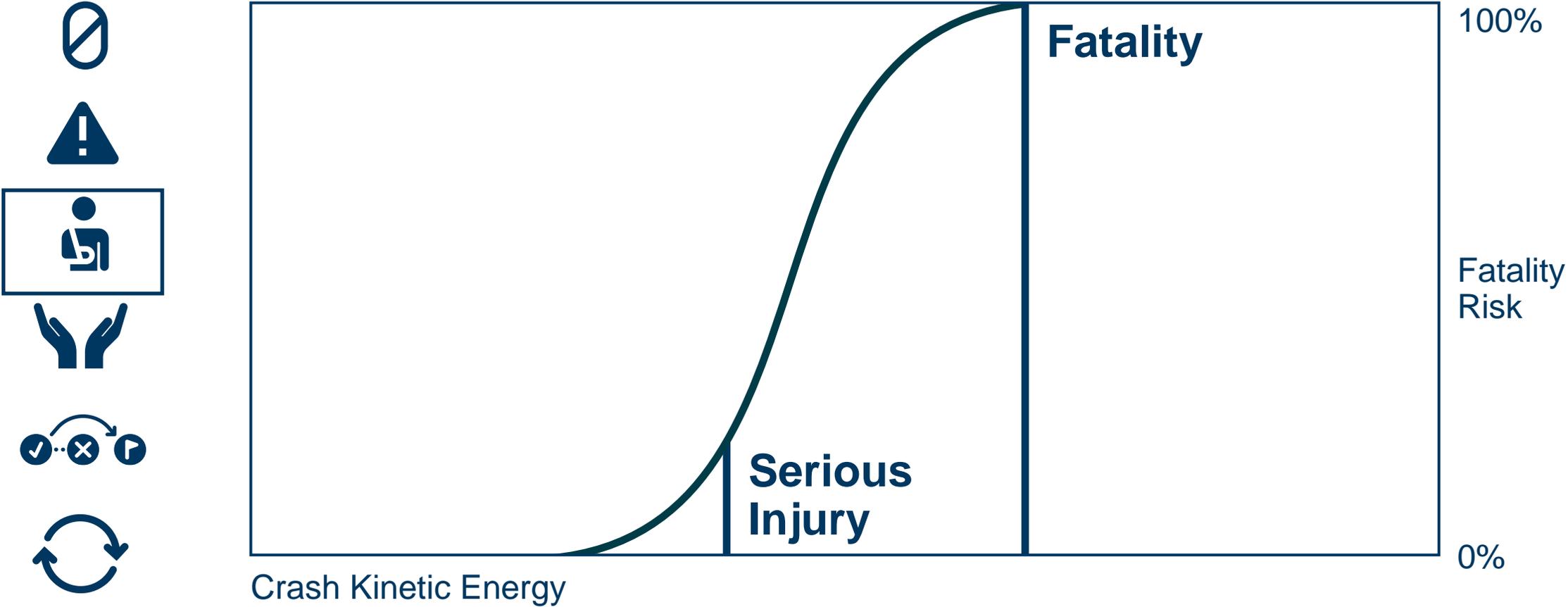
Source: [WTOP](#)

Humans make mistakes



Source: Fehr & Peers

HUMANS ARE VULNERABLE



Responsibility is shared



System managers

Planners, designers, builders, operators,
maintenance workers



Vehicle manufacturers



Law enforcement personnel

Post-crash personnel



System users



Safety is proactive



Identify risks



Mitigate risks

Redundancy is crucial



**Safe road
users**



**Safe
vehicles**



**Safe
speeds**



**Safe
roads**



**Post-crash
care**

THE 5 SAFE SYSTEM ELEMENTS



Installing traffic signals
and modifying existing
signals

Safe Roads – Separate Road Users in Time



Before



After

Signal changes at Shady Grove Rd & Briardale Rd with exclusive red turn phasing and backplates to address failure to yield crashes.



Safe Speeds and Roads

Above 20-25MPH, provide dedicated spaces for pedestrians and cyclists



Safe Roads – Trail Crossing Safety

Changes to trail crossings can include upgrading the crosswalks to high visibility, realigning crosswalks, sightline adjustments, improved signage, and new beacons.



Cabin John at Tuckerman Lane



Sligo Creek at Dennis Avenue



Safe Vehicles

Vehicles that protect those inside AND outside the vehicle



Post Crash Care

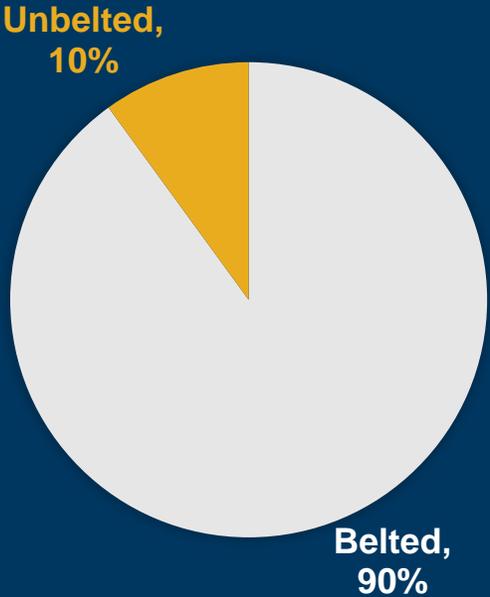
Getting patients the proper care on the scene and at the hospital



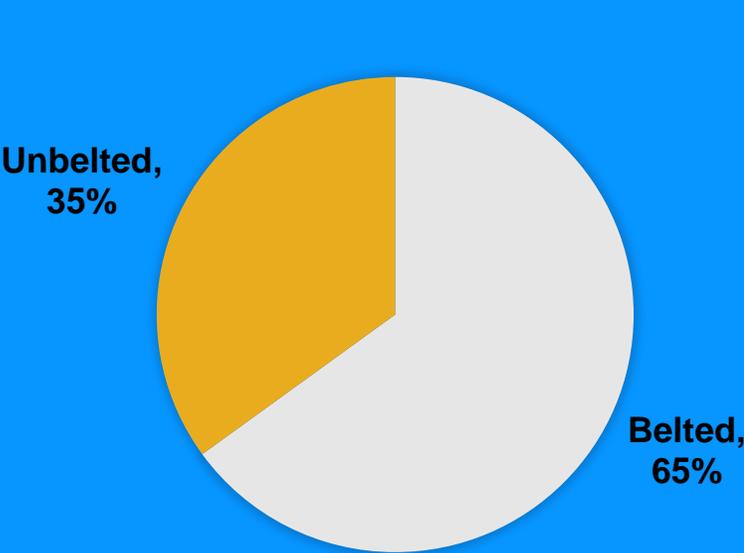
Safe People – Wearing a Seatbelt

Each road user is responsible to operate, to the best of their ability, within the boundaries set by system designers and managers.

All Maryland drivers

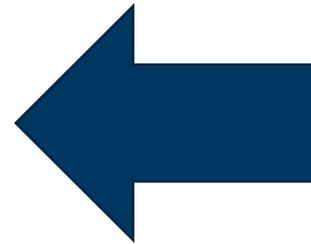
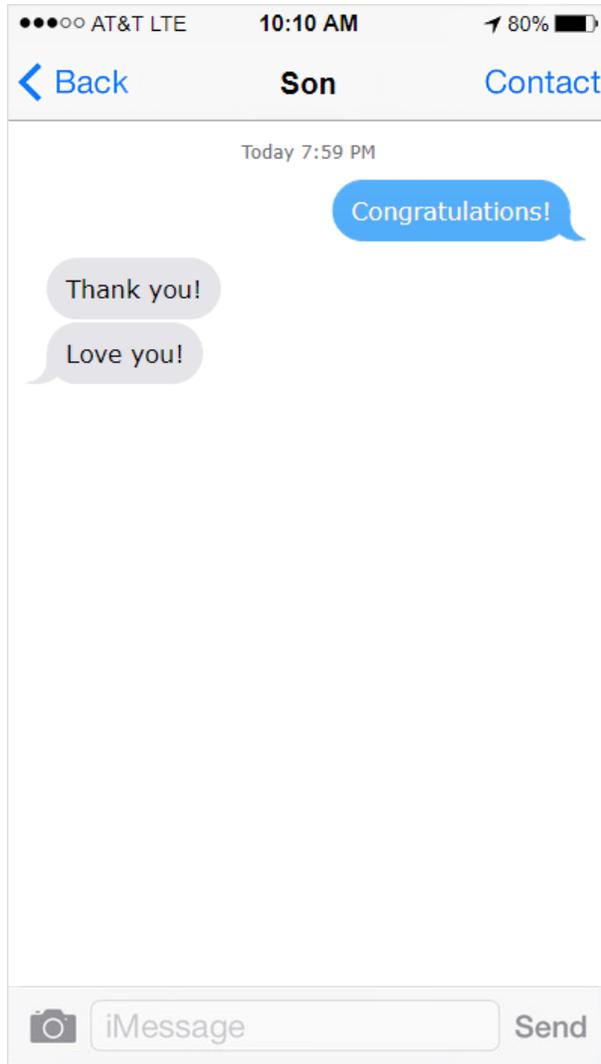


People killed in vehicle in Maryland



Safe People – Distracted Driving

Increasing distraction by devices increasing crash risk



Crash occurs seconds after message is sent.



Safe People - Holiday Alcohol Task Force

Promoting Safe Rides Home

- Over 290 DUI arrests for eight-week task force.
- Over 900 people utilized [SoberRide](#) in DC area for New Year's Eve.
- [Outreach to bars and restaurants](#) with free coasters with safety message.
- Continued to update [Safe Ride Home page](#) to provide one stop shop for finding sober ride options in Montgomery County.



HEADS UP  **PHONES DOWN**
VIDEO CONTEST

STUDENTS do you know how to be pedestrian-safe when you're walking, riding, or driving?

GRAND PRIZE! 

+ MORE COOL PRIZES!   

Learn more at MontgomeryCountyMD.gov/HUPD



Heads Up/ Phones Down Video Contest

Contest entries received from 2/1 – 2/22 from 170 high school students.

Used in April distracted driving awareness month campaign.

BIKE RODEOS





Vision Zero Youth Ambassadors

Layers of Systematic Safety

The 5 Safe System Elements Create Redundancy

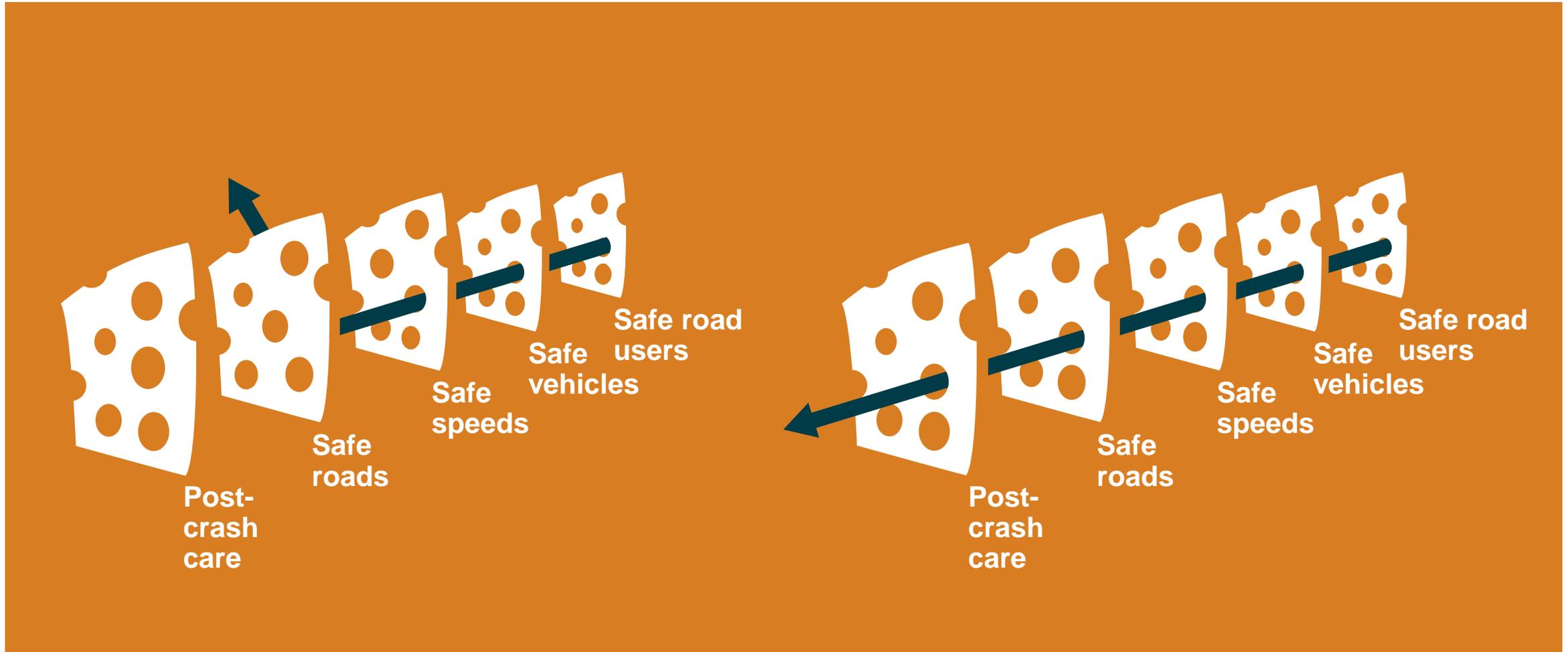
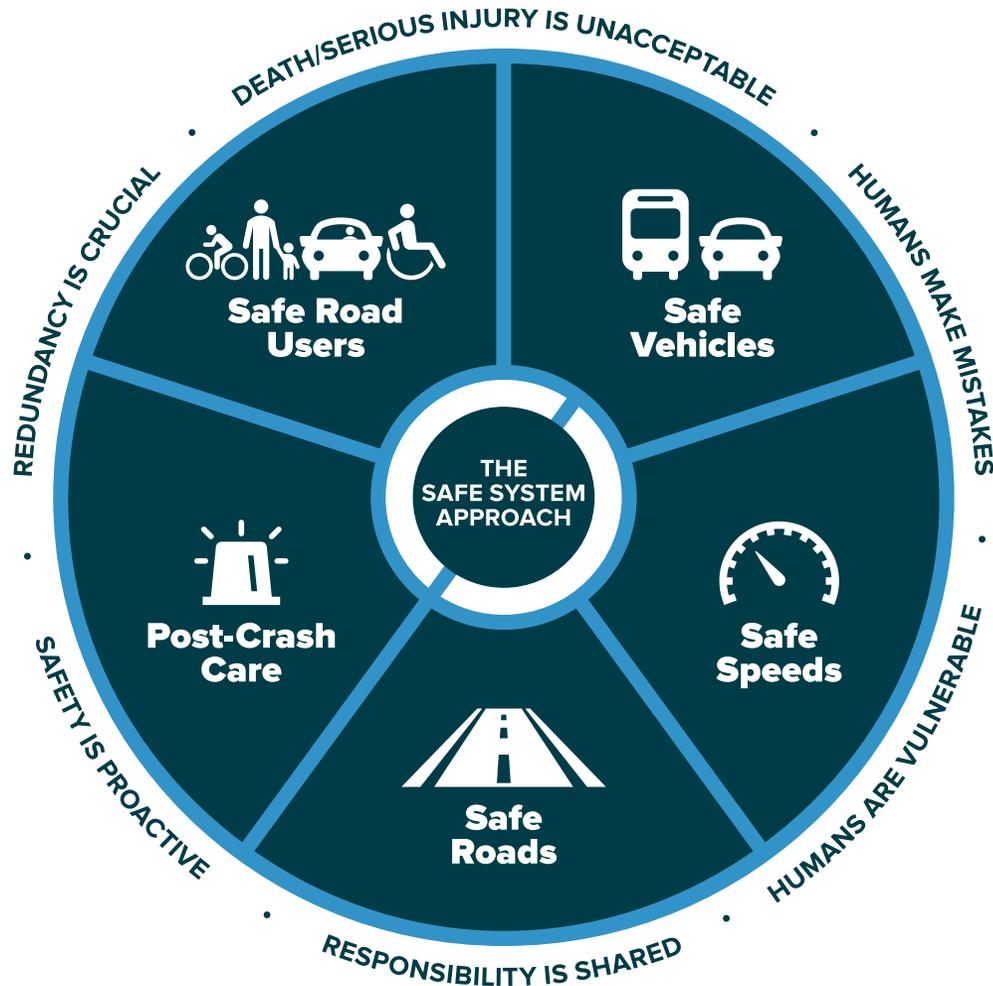


Image Source: [FHWA](#)

Putting it all together

What parts of the safe system approach could address the following teen driver issues?



Risk Factors:

- Distraction from technology or passengers
- Speeding/aggressive driving
- Safe biking and walking
- Seat belts
- Drunk or drugged driving



THANK YOU!

Wade Holland, Vision Zero Coordinator

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